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President-elect Gives Views on Coffee

Joint Aid Plea By President

An Effective Inter-American Program of Cooperation Needed for Stability

President Juscelino Kubitschek in a mid-November address, called in Brazil a "major foreign policy speech," urged effective inter-American cooperation as essential in preventing the Latin American peoples from turning to "revolutionary heresy."

During the course of his address the President declared:

Dr. Kubitschek Quoted

"Let us not mislead ourselves; not only in Latin America but in the entire world we are living in situations that are radically new and that demand the establishment of a new system of relations between the highly industrialized and the under-developed peoples.

It is conceivable that the democratic nations, in the face of the international Communist threat, he said, as reported in the New York Times, "should show themselves unable to overcome the errors of the past and to formulate a policy of greatness that would demonstrate democracy's capacity to serve the needs of the great majority of humanity.

Writes Senator Kennedy

"This majority consists of peoples that still vegetate at the threshold of modern civilization."

This address by President Kubitschek was given two days after Minister B. A. Bernardes, chargé d'affaires at the Brazilian Embassy in Washington, and Minister Carlos Lobo, chief of protocol, brought United States President-elect John F. Kennedy a cordial letter of congratulations from the Brazilian chief executive.

New Apartment Center in Rio

The above serpentine shaped residential center which is now being completed in Gávea, in the heart of Rio de Janeiro, demonstrates that Brazilian architects are maintaining their leadership in architecture by bold designs shaping their structures to the contours of the terrain. The Gávea section of Rio de Janeiro is noted for its scenic splendor and its many rock formations, one of which, the Gávea rock, has attracted the attention of archeologists. New methods of construction and new blasting materials are enabling builders to improve sites previously unused. Apartment houses like these are either rented or bought up well before completion.

Ambassador Fernando Lobo Again Is Elected President of the OAS

Selection Marks First Time Anyone Has Been Asked to Stay on in Post

Brazil was once again honored by her sister nations of the Western Hemisphere when on November 17, His Excellency Ambassador Fernando Lobo, the representative from Brazil to the Organization of American States, was unanimously re-elected for another term of one year as president of the twenty-two nation organization.

A Signal Honor

The election is considered a signal honor especially since Ambassador Lobo has occupied high positions within the Organization of American States since 1956, and this the first time in the history of the group that anyone has been re-elected to the presidency of the council.

The Organization of American States is the lineal descendent of the first inter-American organization, which was created seventy years ago. All the twenty-two independent countries in the Western Hemisphere except Canada belong to it. A welcome invitation has been extended to the northern Dominion.

Set up New Bank

The Minister of Foreign Af-

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2 Foci Strike Upon Problem

First, He Says, Is an Export Increase; Secondly, Asks to Discourage New Fields

President-elect Jânio Quadros has made a statement on coffee in reply to a question submitted to him by the magazine "Desenvolvimentos e Conjuntura," published by the National Confederation of Industries:

Foresees Large Crops

"There is no doubt that the accumulation of huge stocks of unsaleable coffee, plus the prospects of large crops, is one of the most serious economic problems facing the country because coffee continues to be, and will be for many years to come, our greatest source of foreign exchange. Overproduction generates all kinds of difficulties.

"There are two steps which I consider essential for a solution of the coffee problem. The first involves an increase in exports; the second, the discouraging of new planting. An increase in exports should be made principally by opening new markets, both in Europe and in Asia. I have said time and time again that I am in favor of re-establishing trade relations with all countries, without exception. By so doing we will succeed in expanding the coffee market as well as the market for other products.

To Use Technical Knowledge

"With regard to the discouragement of new plantings, we will try to achieve this by the formation of a plan that will be discussed jointly with the various producing associations. We will

(*See Page* 7)

Maker of Electrical Condensers for Variety of Industries

São Paulo Firm Builds Dielectrics

Inducon do Brasil a Leader in this Industry Branch: Self-Sufficiency in 1960

Here is another case of a firm which is contributing to a number of sectors of Brazilian industry at the same time. Inducon do Brasil, Capacitores S.A., makes condensers for automobiles, for radios and for television sets and prides itself on the high quality of its product.

Variety of Uses

Condensers are devices of two or more conductor plates separated from one another by a dielectric and used for receiving and storing an electric charge. They may be identified as the shielded rectangular boxes in radio sets and the objects that look like flashlight batteries with lead-in wires in the electrical system of automobiles.

But they also have many other uses. They are used in high and low tension electronic instruments, to suppress interference in electrical circuits, as transformers in neon light fixtures, in x-ray machines, in telephone centrals, and as circuit shunters. All of these types of condensers are made by Inducon.

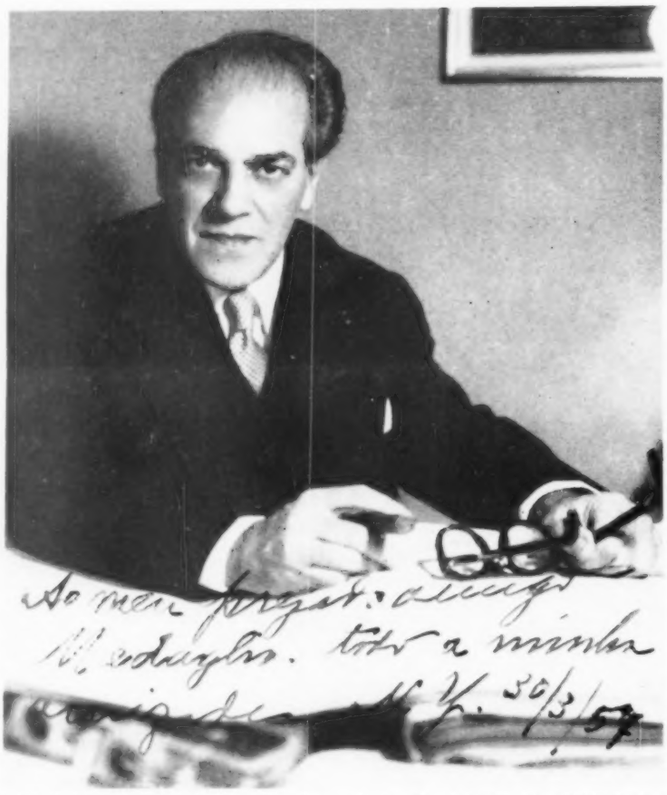
Its plant is in the Santo Amaro section of the city of São Paulo, while its office is at Avenida Ipiranga, 1,267, on the fourteenth floor, in the downtown area. It uses diphenyl chloride, aroclor and clophen in its raw materials. The first of these is a non-combustible substance, adding to the safety factor of its products.

Backers of Firm

The firm was organized by the long established Brazilian organization of Naufral S.A. Importação e Comércio, well known as a pioneer in the manufacture of aerevli- sheets, in conjunction with Inducon Industri Kondensatorer, of Denmark, a long-established high quality condenser maker.

It is expected that by the end of 1960 Brazil will be self-sufficient in this branch of industry.

Late Composer to Be Honored



A birthday memorial concert of music by the late Heitor Villa-Lobos will be held at Carnegie Hall on the evening of March 5, 1961. A capacity audience is expected in view of the growing recognition of the composer's place in world music and the desire of so many of his New York friends and admirers to gather to honor his memory. "O Mestre," as he was affectionately called, spent part of each year in New York, where he met the great artists of the world of music and was at home to his countrymen, whom he regarded with natural affection. He was also no stranger at the Brazilian Government Trade Bureau in New York, dropping in occasionally for a cafezinho. The above signed photograph was presented to a personal friend, Mr. Francisco Medaglia, the Director of the Bureau.

All Villa-Lobos Musical Program Booked at Carnegie Hall, March 5

Eleazar de Carvalho to Lead; Soloists Include Brazilian Cello Virtuoso Parisot

A musical event of international significance will take place on March 5, 1961, in New York's famous Carnegie Hall, when an all Villa-Lobos concert will be presented under the sponsorship of the international music organization, UNISOMI, which promotes world peace through world music. Among the patrons of this unusual musical tribute will be the Bureau Director, Mr. Francisco Medaglia and his wife.

Composer's Birthday

March 5 is the birthday of Brazil's greatest composer, who was born in Rio de Janeiro in 1887 and who died in his native city on November 17, 1959.

Leading an orchestra of one hundred members of the New York Philharmonic will be the noted Brazilian conductor, Elea-

(*See Page* 7)

December 13th Is "Sailor's Day"

'O Dia do Marinheiro' Marked as Honor to Nation's Navy and Marquis Tamandaré

On December 13, all Brazil pauses to pay its respects to the Brazilian Navy. The holiday is known as "O Dia do Marinheiro," or Sailor's Day. The date selected marks the birthday of Joaquim Marques Lisboa, Admiral of the Brazilian Navy and the Marquis of Tamandaré.

Celebrations Common

In addition to hearing patriotic addresses by government and naval officials, the people also have the privilege of visiting Brazilian naval vessels and seeing the sailors parade. The sea traditions of Brazil, inherited from the Portuguese, are very strong.

The Marquis of Tamandaré was born in 1816, in São Pedro, in what was then the province of Rio Grande do Sul, for Brazil had not yet become independent. Ipiranga, the cry of independence, was still ringing in his ears when he applied for naval service and was appointed to the frigate Niteroi. He distinguished himself so quickly that First Admiral Lord Cochrane recommended him to Emperor Pedro I with the statement, "Majesty, this man will be the Brazilian Nelson."

Fearless Fighter

And indeed he was. He fought in the Cisplatine campaign and in the war with Paraguay. Once, when taken prisoner, he led ninety-two fellow Brazilians in a prison break to safety. His fearlessness was once more shown by his own personal heroism in rescuing sailors from a burning ship.

Later in his life he occupied important posts, including that of chief of naval forces, yet notwithstanding all the glory of his position he remained at heart the simple sailor admired by his men. It was very difficult for him to make the decision on November 17, 1889, not to go to Portugal with Emperor Pedro II and into exile, but he put country first and stayed.

Southern Brazil Bus Body Builder Has Big Market

Metal Finisher Turns to Buses

Carrocerias Nicola S.A., Makes Bodies for Fleets of Buses In Caxias do Sul

It is difficult to imagine, unless it has been seen at first hand, how mobile Brazil has become in the last few years as a result of the new roads which have been opened throughout the country. The burgeoning automotive industry is working at capacity and is unable to fill the demands made upon it by a population which wishes to be on wheels.

Attracted to Automobiles

Long established firms in the metal and machine industries are finding themselves drawn, because of the nature of their equipment and experience, to add to the production of the young automobile industry. How active this rolling youngster is may be gleaned from the fact that at the present time billings in automotive and allied activities stand at the head of the list. The automotive industry has surpassed, in the value of its output, the coffee industry, still Brazil's largest earner of foreign exchange.

The photographs which accompany this article give an indication of the work done and the products turned out by Carrocerias Nicola S.A., Manufaturas Metálicas, of Caxias do Sul, in the State of Rio Grande do Sul. Caxias do Sul is in the heart of a large and important agricultural section of the Nation. At the present moment it is busily engaged in expanding its wine production, which is now not only supplying the domestic market but is being shipped to North America and to Europe.

New Bus Routes

Carrocerias Nicola, which has been making metal products, is now turning to bus construction in order to satisfy the needs of the fleets of interurban and interstate bus service systems which are springing up everywhere in Brazil as new highways are unrolled and people take advantage of them to travel for business or pleasure. Shown at the right is an example of just such an interstate bus. They are commodious, large and smooth riding.

Progressive Management

Management of this organization is progressive. The firm is interested in opening correspondence with bus manufacturers and bus body makers with a view toward exchanging ideas about plant operation and bus designs. Mail should be addressed to the company at Caixa Postal 238, Caxias do Sul, State of Rio Grande do Sul, Brazil.

This firm is in a position to undertake immediate large expansion inasmuch as its present staff of 36 management employees and 262 production workers can serve as cadre for the training of others.

Large Scale Bus-Body Production

In the far south of Brazil, Carrocerias Nicola S.A., Manufaturas Metálicas, are busy turning out bus bodies for both urban and inter-urban buses. Their plant area occupies 3900 square meters of floor space, the light and airy structure of which is shown above. The company has ample room for expansion and building, controlling almost 15,000 square meters of ground space. With a staff of 262 production workers and with 36 management and supervisory officials, Nicola produces one complete bus body every working day, or 25 or 26 a month. The company is seeking ways to expand in order to help overcome the shortage of public transportation in the Nation. It is also interested in hearing from sister firms in the United States and elsewhere.

Body Built by Nicola

In the photograph above a Nicola body is shown on a completed bus just before it was delivered to Expresso Princesa dos Campos S.A., an interurban passenger carrier operating in the State of Paraná. Curitiba is the state capital, and the others cities stenciled on the bus lie along Federal Highway Br 35 in a westerly direction. Guarapuava is approximately half way across the state. Buses such as these travel long distances and get hard wear.

Christmas in Brazil Is Celebrated in Many Ways

Regional Forms Are Predominant

Midnight Mass Is Central But the Exchange of Gifts Now is a Growing Custom

Many travelers from the northern hemisphere are puzzled at the prospect of spending Christmas in Brazil. What is it like to celebrate Christmas in a land without snow, the Christmas pine tree decorated with icicles and frosty ornaments, without red woolen mittens and cozy mufflers and earlaps and without a large, stout old gentleman dressed in red velvet and furs and popularly known as Santa Claus?

Resembles Bethlehem

Yet Christmas is very much celebrated in Brazil and the forms that the celebrations take may be nearer to those of the original Bethlehem than many of the observances expected in the more northerly countries of the world. From the standpoint of climate, parts of Brazil resemble the scene of the Nativity, and the infant Jesus must have known the palm tree at least as well as the pine.

Until recent years, the Christmas holiday was observed in the different parts of Brazil according to local custom, which varied considerably one from another. Although many of these practices persist and give much color to the holiday, a common understanding of the Christmas observances has been growing, and the symbols of St. Nicholas and a decorated tree are recognizable all over the country.

Stronger bonds of communication fostered by more and improved travel facilities, radio transmission and wider circulation of media of mass information like magazines and newspapers have drawn Brazilians closer together on a national scale. While localisms certainly exist, they are giving way before a rising Brazilianism, which is demonstrated in holiday festivities at least as much as in other forms.

Christmas is a time for the exchange of gifts in Brazil, and in some homes they are placed under an artificial "Christmas tree." Children write letters to Papai Noel expressing their hopes and wishes for rewards at holiday time. Some large shops, like the department stores in Rio de Janeiro and São Paulo, have a Santa who sits and listens to the petitions of the little ones. Brazilian fathers usually intercept these notes and help Father Christmas fill his pack.

Summer Beginning

Papai Noel in Brazil, too, wears a red suit, but he prefers lighter weight materials to those selected by more northerly Santas, for the twenty-fifth of December in the southern hemisphere comes just at the time of the summer solstice. Brazilian children, too, expect Papai Noel to enter their homes on Christmas eve by way of the chimney. The crèche, a widely used symbol of the Nativity in Brazil as in most of the Christian world, derives from very old Brazilian customs.

Bahia, looked to as the cradle of Brazilian customs and folk ways, has some dramatic and unique Christmas festivities. Each family builds a crèche, which is called a *presepe* or *lapinha* in Portuguese. The size and elegance of the *presepes* vary with the wealth of the family. A well-to-do family builds one on a platform which serves as a stage. The background is a painted scene of the Holy Land. Houses, trees, rivers and flowers placed on the stage give the impression of reality. The center of attention, of course, is the Nativity scene, with the Three Kings and the star of Bethlehem.

Small wonder that at least one Carnival song tells of the birth of Jesus in Brazil. The name Bethlehem is Belém when rendered into Portuguese. The good people of Bahia saw no reason that they should take second place behind Belém, and so the song, in samba rhythm, goes:

"Dizem que Cristo nasceu em Belém;
A História se enganou
Cristo nasceu na Bahia, meu bem,
E um bahiano o criou . . ."

"They say Christ was born in Bethlehem; But History seems to have been wrong . . . Christ was born in Bahia, my dear, And a Bahiano helped him to grow."

Handsome Ornaments

But this is not a song for the Christmas season. In northern Brazil, where the practice of constructing a family *presepe* is so prevalent, the materials for the *presepe* are saved from year to year, and new and beautiful ornaments are added to the collection each season. The fine appearance of the *lapinha* is a point of family pride.

Not only is the *presepe* a religious decoration, it is also often a stage on which a live performance of a miracle play called the *Pastorinhas*, the *Shepherdesses*, is produced. The play, in rhymed verse, starts with a chorus sung by the shepherdesses, twelve in number. The opening words are:

"Entrai, pastorinhas,
Entrai em Belém,
Que já é nascido
Jesus nosso bem!"
"Enter, little shepherdesses,
Enter Bethlehem,
For there is already born
Jesus—our Beloved!"

The *presepe* may be built either indoors or outside the house. Visitors come to see the performance and to applaud their favorite passages. Coffee and Natal cake are served to all.

A Miracle Play

Performances last an hour or more, and some viewers travel from one production to another to compare the artistry of the performers and of the decorations. The *Pastorinhas* are descendants of the medieval miracle plays and reached Brazil by way of the Portuguese settlers. But they are not the only folk plays.

Other street plays, also very traditional, are performed in northern Brazil at the Christmas season. They are *Bumba-meu-boi*, a performance with cowboy elements; the *Não Catarineta*, depicting the sea ventures of the Portuguese; and the *Maracatús*,

Christmas Angel

This antique wood carving, like so many religious figures of seventeenth century Portugal, plays an important part in the observance of Christmas in those areas of Brazil where the artificial Christmas tree, so popular in Rio de Janeiro and in São Paulo, is not yet generally available. Here the antique ornament has suspended from its wrist a cluster of modern Christmas balls.

which are largely African in music and action. The *sambas*, dances and songs usually associated with Carnival, are derived from the *Maracatús*.

The *Pastorinhas* serve another purpose, too. The shepherdesses are divided into two groups or *cordões*, the red and the blue, as shown in the color of their dresses and the ribbons in their hair. At the end of the play the girls offer for auction small gifts and flowers. These are bid in at high prices by young men in the audience. The proceeds are given to a church or a religious organization.

A Vacation Season

In Rio de Janeiro and São Paulo and the south of Brazil, the Christmas season comes as summer is taking hold and it is for many people a vacation time. Thus, some spend the Natal period outside the cities.

Midnight mass is well attended on Christmas eve. One goes to church in the company of one's relatives and close friends. After the service, intimates gather in one another's homes for an elaborate supper, served on a beautifully laid table decorated in the Christmas theme. The meal is served buffet style and may consist of such traditional dishes as roast turkey (*perú*), with thin slices of ham (*fiambres*) and a side dish of *farofa*, the principal ingredient of which is *farinha de mandioca*. The well to do drink champagne with this repast; others have wine.

Holiday Fare

Another delicacy prepared especially for Christmas eve is *rabanada*, which resembles French toast. It is made of Italian-style bread which has been soaked in milk and wine and eggs, fried in butter or other shortening and sprinkled with sugar and cinnamon. This sweet is well known in Portugal as *fatias de ouro* (golden slices). The *panetone*, a traditional Natal bread of Italy, is popular in São Paulo.

Christmas day may be spent in quiet visits, often returning the calls of the friends and relatives who were one's guests the night before. There are, of course, masses at church. For some it is a very gay day, and families may go together to the movies, to parties or on a swimming outing.

In some families there is the tradition to wear a new piece of clothing on Christmas day. There are girls who favor pink on this day and believe it will bring them good luck.

In the South

Natal customs in southern Brazil—the states of Rio Grande do Sul and Santa Catarina in particular—show the influence of the areas of Europe from which many of their early settlers came. Here the children have their day on December 6, Saint Nicholas day. The evening of December 5 the children hang up red socks trimmed with bells, and the next morning they find them filled with Pará nuts, chestnuts, red apples, candies and small toys. There is always a cake to celebrate the coming of the Three Kings.

In all Brazil the coming of the New Year is a gay occasion. Famous parties are held at the best places. The elegance and gaiety of the festivities that night at the Copacabana Palace Hotel, the Jockey Club of São Paulo and the better known night clubs rival the Carnival ball at the Teatro Municipal.

Here are two recipes for Christmas cakes (bôlos de Natal):

I

Ingredients:

	¾ cup butter
5 eggs	1½ cups sugar
¾ cup ground nuts	
1 cup milk	1tb. baking powder
2¼ cups flour, 1 pinch grated nut paste	nutmeg

Method:

Cream butter and sugar; add egg yolks and continue beating; add the ground nuts, the milk and the flour sifted with the baking power and the nutmeg and lastly the stiffly beaten egg whites. Mix all well and place in a greased and floured form. Bake in a hot oven. Remove the cake from the form carefully, cut in half and fill with nut paste. The nut paste may be made from ¾ cup of sugar boiled with ⅓ cup of water until it forms a syrup. To this add ¾ cup of ground nuts to form a paste. Cover the cake with a meringue made of 4 egg whites and 4 tbs. of sugar. Garnish with nut meats.

II

Ingredients:

½ cup butter	¾ cup oil
⅔ cup sugar	grated rind of
1 egg	half a lemon
2¼ cups flour	⅔ cup raisins
1 tb. baking powder	
¼ cup citron	¼ cup almonds
1 cup milk	

Method:

Melt the butter, add the egg, sugar, lemon rind, almond and citron pieces, the flour mixed with the baking powder, the milk and the raisins. Mix to a dough, place in a greased baking pan and put in the oven.

Dressed for Natal

The management of the Mesbla chain of department stores had a big Christmas promotion last year and was aided in spreading the holiday spirit by its neighbors in downtown São Paulo. Shown above are the Christmas ornaments and lights. Notice the mounted lighted candles on the shop at the right. Christmas decorations in stores are increasing in popularity.

For Children This Year Santa Has Prepared Laboratory Kits to Spur Interest in Science

When Santa Claus visits the boys and girls of Brazil this Christmas he will come in the guise of a scientist trying to encourage the younger generation to probe the deeper mysteries of the physical universe. This is a slight change from his role last year when as a pilot he descended in a helicopter from the skies into the Quinta da Boa Vista, Rio de Janeiro's large park and zoological garden adjacent to the former imperial palace, now the National Museum.

The São Paulo Commission of the Brazilian Institute for Education, Science and Culture, in an effort to stimulate home experimentation in physics, chemistry and biology by Brazilian high school students, has developed a series of laboratory kits and pieces of apparatus to be carried by Santa Claus when he makes his chimney-entrance rounds this Christmas.

The material has all been turned out in the plants which supply laboratory equipment to the University of São Paulo's school of medicine. These science kits will cost Santa approximately Cr$700 each. The accompanying do-it-yourself booklet will get the youngsters off to an easy start, for the exercises are all graded from the elementary to the most complex. The sets themselves are also ranked on the basis of their complexity, with different sets suggested for different age groups. A youngster who completes the most difficult of the kits is not only applauded but is given the opportunity to enroll in the science club and may even participate in the contest, "Scientists of Tomorrow."

The kits are being provided Santa for distribution throughout the entire country.

Pace Professor Studies Goodwill

Dr. Jordan Young Describes Alteration in the Attitude of Latin Americans

Dr. Jordan Young, an associate professor of the social sciences at Pace College and also a visiting professor of Latin American Affairs at New York University's Graduate School of Arts and Science, and a well-known consultant on Latin American business, including Brazilian, has made a study of Latin-American attitudes toward the United States. Some of his findings were published recently in the New York *Commercial and Financial Chronicle*. An excerpt from the section dealing with Brazil follows:

On New Threshold

Another country which challenges almost every notion generally held about Latin America is Brazil. Here 65,000,000 Portuguese-speaking people are on the threshold of a great new adventure. In this country the whole framework of Brazilian feelings toward the United States is different.

They are in a transition process, not overly pro-American, not overly anti-American, but definitely pro-Brazilian. What are the factors that make this country different?

First, there is size. Brazil is bigger than the United States with Alaska thrown in. You don't affect it one way or the other with 100,000 Americans or with US$2,000,000,000 of investments. These just drop out of sight and become absorbed. There are no "golden ghettos." Brazil is simply so huge that Brazilians do not have an inferiority complex.

Brazilians Are Optimists

Secondly, Brazilians are optimists, the only known optimists among Latin peoples. They are so sure that their country will be one of the great powers in the forseeable future that they tend to be braggarts and concentrate almost exclusively on Brazilian problems.

Brazil is going through an exceptionally dramatic period in its political development.

Foreign Investors Turn Attention To Opportunities in Paraná State

Many Splendid Opportunities Are Available in the Area Just South of São Paulo

North American industrialists and large private investors are having their attention focused on southerly Brazil, where there are many splendid opportunities for investments. A state with a very large potential is Paraná, the economic forces of which are being studied by the State Bank of Paraná, of which the economist, Dr. Adail Morais is a director, specializing in the field of foreign investments.

Since it is so near the great industrial complex of São Paulo, manufacturing plants are being located within its borders. Land values are still cheaper in Paraná than they are in its northern neighbor and labor is also available. Its agricultural products are also similar to those of São Paulo. Paraná's largest port, Paranaguá, is one of Brazil's largest coffee ports.

Stimulation Needed

For all its possibilities, the economy of the State is almost at standstill from the point of view of growth largely because of the failure to provide additional public utilities, especially electricity and transportation and the lack of contact with foreign interests.

Dr. Adail Morais is at present preparing a city-by-city report describing the economic picture of the State. He has already shown that of the US$407,000,000 in equipment which entered Brazil under SUMOC Instruction No. 113 a mere US$1,506,000 was allocated to the State of Paraná. This is 0.37 per cent of the total.

In Brazil, Curitiba, the State Capital, is now being called the "big boom town." As it attracts new residents it is able to absorb them at once into the local economy. Like the other states of southern Brazil, Paraná has a more consistent and more recent European population with Italian, German and Polish immigrants making their homes there in well-defined areas.

The State has phenomenal lumber reserves and even now has built up a wood processing industry which sells to all Brazil and even exports. Particularly noteworthy is its furniture manufacturing.

Investors' Catalogue

The Bank of the State of Paraná is now to become the working nucleus for the improvement of this position. It is to make coordinated effort with Federal, State and municipal authorities, as well as with private organizations, to bring about a change. The following types of investors are being sought at once: paper and cellulose, phosphate fertilizers, vegetable oils and animal fats, the industrialization of wood and wood products, cement plants, marble and granite quarries, soluble coffee plastics, and chemical and metallurgical products.

OAS President

(*From Page* 1)

fairs, His Excellency Horácio Lafer, sent the following telegram on learning of Ambassador Fernando Lobo's reelection:

"I congratulate you upon your unanimous election to the office of President of the Council of the Organization of American States Your selection is proof of the merited recognition of your tireless efforts in behalf of Pan Americanism and is at the same time an honor to Brazil for the sincerity of its hemisphere policy. I am sure that you will continue to maintain the confidence placed by all in you for your competence and devotion to the cause."

In its present shape the OAS, as it is familiarly called, goes back a dozen years. It is most effective in the areas of economics and diplomacy. Last year it had a hand in setting up the Inter-American Development Bank, composed of OAS member nations, which will lend funds for economic development in Latin America.

Teenagers Win Trips to Brazil

54 'Young Diplomats' to Fly Courtesy of Hearst Papers: Many Visits Scheduled

Fifty-four readers of the "American Weekly" Hearst Newspapers, all of them in their teens, are to pay a visit to Brazil this Christmas as "young diplomats." Their trip has grown out of the visit to Brazil last February of Mr. William Randolph Hearst, Jr., head of this large chain of North American newspapers.

30 Newspapers Took Part

These young people will visit at least three states and the Federal District, namely the States of Guanabara, Rio de Janeiro, São Paulo and the Federal District of Brasília. The lucky travelers are the winners of the prizes awarded by the more than thirty newspapers of the Hearst group, selected from among more than one hundred thousand contestants.

They were selected on the basis of knowledge, personality and character, qualities sought in diplomats for the dissemination of goodwill abroad. The purpose of the trip is to bind the ties of friendship existing between the two countries even more tightly.

In Brasília, the "diplomats" will have the opportunity to meet government and civic leaders and inspect the marvelous new architecture which has captured the imagination of the world. They will be shown the sights of the city in one of the cars produced by Brazil's domestic automobile industry.

Busy in Rio

In Rio de Janeiro they will be introduced to the first elected governor of the newest of Brazil's states, Guanabara. Then they will tour the "Pearl of Brazil," Rio. They will climb Sugar Loaf, feel the sand of Copacabana Beach and be taken through the colorful shopping center of the Avenida Rio Branco.

In São Paulo they will tour the capital and also see Santos, world-famous coffee port. They will be received by Governor Carvalho Pinto and Mayor Adhemar de Barros.

Foreign Exchange & Coffee Surplus

The President-elect Responds to a Question of Views on Coffee Situation

(*From Page* 1)

also analyze the replacement of plantations of low productivity, in accordance with modern technical principles, with newly planted trees or with other products, including reforestation, properly financed. This change will not involve losses to our farmers who will be helped by the Government."

Concerning foreign exchange policy, the President-elect said, in part:

"I am in favor of unifying foreign exchange rates for imports and exports and eliminating the 'exchange confiscation.' I know, however, that the accumulated mistakes in our economic policy will not permit a sudden restoration of the true exchange level. Therefore, I intend to unify foreign exchange rates stage by stage.

"What is not fair is that coffee and cacao, to the detriment of producers, should continue to feed the 'parallel' budgets of the nation's economic and financial fantasies."

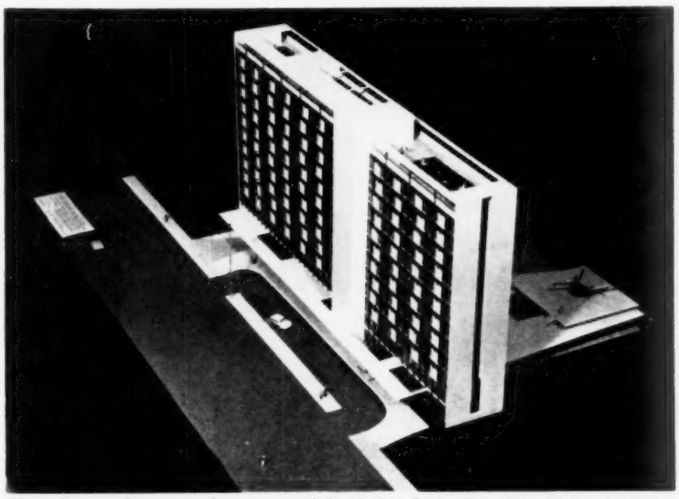
Freight Conference Agrees Upon Coffee Shipment Rates

The shipping lines which form the Brazil-United States-Canada Freight Conference agreed at a meeting in Rio de Janeiro which ended on November 19 to continue present rates on the transportation of coffee, Brazil's most important export crop.

The sixteen shipping lines, which are the principals in the conference, according to the New York Times, have decided to transport a 132 pound bag of coffee to the United States at the rate of US$2.50. This decision, the newspaper continues, was eagerly awaited by United States coffee importers, who expected it to have an influence upon the New York coffee trading market.

The conference also agreed on the amount of coffee to be carried by each member.

Planned Lido Brasília Palace Hotel



The above photograph is a model of the Lido Brasília Palace Hotel, on which construction has already begun, which is to be located in the new capital's downtown district. A bright future is anticipated for this luxurious hostelry inasmuch as travel authorities depict Brasília as one of the greatest tourist attractions of the world. The new edifice will contain two hundred suites, of which 44 will be super-de-luxe. It will also house several night clubs, bars and restaurants, a swimming pool and baths, a solarium and shops. There will be a special restaurant for children and also a playground for them. Transportation for guests, to and from the Brasília airport will be facilitated by the heliport on the premises. The Lido was designed by Sr. Wilson Reis Netto, an assistant to Oscar Niemeyer, with the collaboration of Sr. Orlando Magdalena. All rooms will be air conditioned and will have TV and Hi-Fi.

Baptist Minister Cites Racial Amity

Brazil's Racial Democracy Equalled by Few Nations

Few nations can match the degree of racial democracy that exists in Brazil, the Rev. Dr. John F. Soren, president of the Baptist World Alliance, stated in a press conference in New York on November 21, as reported the next day in the New York Times.

The Brazilian-born church leader is the first Latin American to head the alliance, a cooperative body that welds together more than 22,000,000 churchgoers in 100 countries. He is making a fraternal visit to the United States.

"No Race Consciousness"

In an interview at the Sheraton-Russell Hotel, Dr. Soren asserted that there was no such thing as "race consciousness" in Brazil. Nor is there religious intolerance, he declared. He said he had observed that in Brazil all faiths had a cordial relationship with a degree of religious liberty equal to that in the United States.

He described the Baptist Church in Brazil as one of the fastest-growing Protestant denominations with about 165,000 members. There are five new Baptist churches in Brasília, the new capital city, that are supporting a grade school and beginning work on a high school, he made known.

Dr. Soren has been pastor of the 2,300-member First Baptist Church is Rio de Janeiro since 1935. He is also Professor of Systematic and Contemporary Theology in the South Brazil Seminary.

GROUP OF U. S. GOVERNORS SPEND HOLIDAY IN BRASILIA

The delegation of United States governors who are visiting Brazil on the invitation of President Juscelino Kubitschek and the Brazilian Ministry of Foreign Affairs spent the North American Thanksgiving holiday, November 24, in Brasília, the national capital. On the day before, they had visited the Guilherme Guinle plant of the Brazilian National Steel Company at Volta Redonda.

An All Villa-Lobos Musical Program

Scheduled for Carnegie Hall March 5, 1961; Conductor Is Eleazar de Carvalho

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zar de Carvalho. Soloists will be Miss Ann Ayer, North American mezzo soprano, and the Brazilian cellist, Aldo Parisot.

Belongs to the Ages

In the little more than a year since the death of Villa-Lobos, the tendency has grown to consider his musical genius as belonging to the ages. If anything, there has been an increase in the number of performances given his works. More and more it is recognized that his talents grew out of the soil on which he was born and nurtured. He allied himself completely with the music of his native country, and Brazil called upon his services in organizing a system of musical education for the children. He was supervisor and director of this project for ten years.

Dr. Carleton Sprague Smith, the noted musicologist and musician, has said of 'O Mestre': "Without doubt, Heitor Villa Lobos was one of the most vital and dynamic musical figures of the Western Hemisphere. His work can be summarized as national, international, and, above all, the highly original creation of a unique individual of our time."

Charge of Arrangements

The offices of UNISOMI are located at 753 Madison Avenue, New York 21, New York. Mr. George Hoyen is chairman.

FIFTH EDITION PUBLISHED OF INDUSTRIAL YEARBOOK

Both the São Paulo Industrial Center and the São Paulo Confederation of Industries have joined to publish the fifth edition of their São Paulo Industrial Yearbook. The volume contains a report on the industries of Brazil's most heavily industrialized state, together with individual information supplied by the companies. The index of the book is published in Portuguese, French, English and German.

OPPORTUNITIES IN BRAZILIAN TRADE

The Brazilian Government Trade Bureau has received the following inquiries and offers from businessmen in Brazil. These inquiries are published as received and no representation is made as to standings of listed firms. We suggest that the parties interested write directly to these firms, via airmail, as well as to the office, at 551 Fifth Avenue, New York 17, N. Y.

BUYERS WANTED

ASHTRAYS (made of compressed cork, U. S. or Continental style) — Edward Vright, Caixa Postal 8475, São Paulo, Brazil.

FOODSTUFFS (pepper, tea, preserves, guaraná)—Caparaó Importadora e Exportadora Ltda., Av. Ipiranga 1248—conj. 607, São Paulo, Brazil.

CACHAÇA (sugar cane rum), pepper, rabbitskins—Forwar Comercial e Importadora Ltda., Caixa Postal 2470, Recife, Brazil.

DIVERSE PRODUCTS (gums, nuts, rosewood oil, cocoa beans, toka beans, pepper, sindiaba woods, peccaries, alligator skin, wild animals and various other products of northern Brazil) — Overseas Limitada, Rua Santo Antonio 2—/2, Belém, Pará, Brazil.

HARDWOODS (rosewood, louro, peroba, sucupira, ivorywood, others) — Sanjil Exportadora e Importadora Ltda., Rua Duque de Caxias 157, Vitória, Espírito Santo, Brazil.

DRIED FRUITS (banana, pineapple, papaya)—Industria e Comércio de Frutas e Passas do Brasil S. A., Caixa Postal 191, Bento Gonçalves, RS, Brazil.

EQUIPMENT (for dental offices, clinics, etc.)—Atlante S.A., Rua Diogo Vasco, São Paulo, SP, Brazil.

ANNATTO SEEDS—R. D. L. Lange, Caixa Postal 134, Rio de Janeiro, Brazil.

FRUITS (cashew, wild pineapple, aliso, guaraná, coffee and other products) — Charlie Gonçalves, Rua da Penha 75, Recife, Brazil.

PARANA PINE LUMBER—Cia. Madeira Santa Amaro Ind. e Com. CIAMA, Caixa Postal 18, Florianópolis, Santa Catarina, Brazil.

CERAMIC WALL TILE — Antonio Oliveira Cardoso, Caixa Postal 566, Fortaleza, Ceará, Brazil.

"TRADE OPPORTUNITIES"
for American firms

The Brazilian Government Trade Bureau also accepts advertisements from U.S. firms wishing to reach interested parties in Brazil in its fortnightly "BOLETIM AMERICANO", in Portuguese, widely distributed in Brazil. U.S. firms wishing to import Brazilian products and desiring to use these facilities are invited to write to: Brazilian Government Trade Bureau, 551 Fifth Avenue, New York, New York.

SELLERS WANTED

PARAFFIN — Kropsch & Companhia Ltda., Rua Buenos Aires 81—and. 4, Rio de Janeiro, Brazil.

HARDWARE, caustic soda, steel packing tape, barbed wire, chemicals, etc.—Arino Cardoso Representações, Rua Santo Antonio 145—s/110, Belém, Pará, Brazil.

GRASS SEED (Kentucky Fescue 31) —Telastem Ltda., Caixa Postal 2136, São Paulo, Brazil.

REPRESENTATIVES

U. S. representative wanted for distribution of cashew candies. M. Santos & Cia., Caixa Postal 9, Belém, Pará, Brazil.

Commission agents sought for sale of Parana pine. Soespi Limitada, Caixa Postal 2635, Curitiba, Paraná, Brazil.

General representatives, favors exclusive contracts with U. S. manufacturers and exporters. A Inovação — S. A. Luna, Caixa Postal 233, João Pessoa, Paraíba, Brazil.

Would You Like to Receive The 'Brazilian Bulletin'?

The *Brazilian Bulletin* is published twice a month by the Brazilian Government Trade Bureau in New York. It is sent without charge to those who are interested in Brazil economically and culturally. If you wish your name added to the mailing list please write to the Brazilian Government Trade Bureau in New York, 551 Fifth Avenue, New York 17, New York.

Will represent U. S. manufacturers of industrial machinery, equipment and raw materials. Caparaó Importadora e Exportadora Ltda., Av. Ipiranga 1248 —conj. 607, São Paulo, Brazil.

U. S. firms seeking representatives in Brazil or wanting to license their products there are asked to contact Irmãos Priolli, Rua Oscar Guanabarino 190, São Paulo, Brazil.

U. S. representatives sought for sale of sisal and other products of northeastern Brazil. Orlando de Freitas, Praça Antenor Novarro 6, João Pessoa, Paraíba, Brazil.

Commission agent sought for sale of bedspreads. Kropsch & Comp. Ltda., Rua Buenos Aires 81—and. 4, Rio de Janeiro, Brazil.

U. S. representative for sale of cigars. Kropsch & Companhia Ltda., Rua Buenos Aires 81, Rio de Janeiro, Brazil.

LAND & REAL ESTATE

INDUSTRIAL LOTS (on Rio-São Paulo highway, 25 miles from Rio)—Construtora Atlântica Ltda., Av. 13 de Maio 13, and. 20, sala 5, Rio de Janeiro, Brazil.

WAREHOUSE (suitable for a factory or for storage)—Rufilo de Oliveira & Cia. Ltda., Caixa Postal 733, Recife, Brazil.

APARTMENT BUILDINGS (one is a 3-year-old building with 3,400 sq. meters of floor space, has 97 apartments and 3 stores. Monthly income US$2,200; price US$22,000. The other building has a floor space of 6,288 sq. meters, is also three years old, and has a monthly income of US$4,740. Price US$474,000)—N. G. Lima, Rua Oscar Cintra Gordinho, 325, and 5, São Paulo, Brazil.

MISCELLANEOUS

ADVERTISING, public relations and sales promotion. União Brasileira do Propaganda Ltda., Rua Mexico 45, sala 205, Rio de Janeiro, Brazil.

MANUFACTURERS interested in production of textile machinery in Brazil are invited to contact Horst Bussius, Caixa Postal 9032, São Paulo, Brazil.

HELP WANTED—Bilingual secretary (female), fluent in Portuguese and English, preferable with college education, accurate typist, no shorthand required. The position, offering a good salary, is in Peoria, Illinois. Mr. H. B. Shawl, Caterpillar Americas Co., Sales Dept., Peoria, Illinois. Telephone Circle 5-9054, extension 5, for New York City interview.

BUSINESS SERVICES — Waldo Ayarza, Rua Tabatinguera 167, Apto. 164, São Paulo, Brazil.

INVESTMENT OPPORTUNITIES — Group seeks financial participation in amounts up to $100,000. Robert N. Pinkerton, P. O. Box 1708, Brownsville, Texas.

NEWSLETTER — Free Brazilian trade newsletter in Portuguese sent regularly on request. J. R. Penteado, Jr., 55 Saint Marks Place, New York 3, N. Y.

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